



WISEWOMAN

Success Story 4 South Dakota Partners with an Expert to Help Women Quit Smoking

Location South Dakota

Focus Help South Dakota women to quit smoking by making one-on-one cessation counseling available and easily accessible.

Strategy *All Women Count!* partnered with an expert to teach health educators about the state quit line and the 5 A's and 5 R's, recommended in the U.S. Department of Health and Human Services (HHS) guidelines, *Treating Tobacco Use and Dependence: A Clinical Practice Guideline*. By training these educators across the state, WISEWOMAN will be able to provide *All Women Count!* participants with smoking cessation counseling services at health clinics and refer them to the state quit line.

Early Successes The trainer, a health educator at the Sioux Valley clinic, started a successful tobacco cessation program two years ago. She will share her expertise with health educators by leading them through the step-by-step process of helping women to quit smoking. Once trained, these health educators will train others in their clinics to use the cessation guidelines. By summer 2005, at least one health educator in each of the 259 *All Women Count!* clinics across the state will be trained to use the 5A's and the 5R's.

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South Dakota Partners with an Expert to Help Women Quit Smoking

In the South Dakota WISEWOMAN program, known as *All Women Count!*, almost 42% of participants smoke tobacco, giving the program one of the highest smoking rates of all WISEWOMAN programs. The 259 *All Women Count!* clinics are spread across the state's 77,000 square miles. Many of these clinics are far from the nearest city, and few, if any, can afford to hire a tobacco cessation specialist. Yet WISEWOMAN Project Director Norma R. Schmidt wanted women to have access to cessation counseling at the same place they receive their health care. So she decided to partner with an expert, Melissa Magstadt, to make one-on-one counseling available in WISEWOMAN clinics across the state.

Melissa works as an *All Women Count!* health educator in the Sioux Valley Clinic. Two years ago she started *It's Time to Quit*, a program based on the U.S. Department of Health and Human Services' (HHS) *Treating Tobacco Use and Dependence: A Clinical Practice Guideline*. Since then, Melissa has used this program to help South Dakotans quit smoking.

The HHS guidelines recommend that cessation counselors use the 5 A's and 5 R's. Counselors who follow them

- Ask the woman if she is a chew tobacco user or smoker.
- Assess how willing she is to quit.
- Advise her to quit.
- Assist her in quitting.
- Arrange follow-up care for her.

The 5 R's refer to motivational interventions for those unwilling to quit at the time. It gets smokers to identify the personal issues related to their tobacco use. The educator helps the woman identify the Relevance, Risks, and Rewards smoking holds for her, and the Roadblocks to quitting, all while using Repetition to reinforce a motivational message.

In the Sioux Valley Clinic, use of the HHS guidelines has brought positive results.

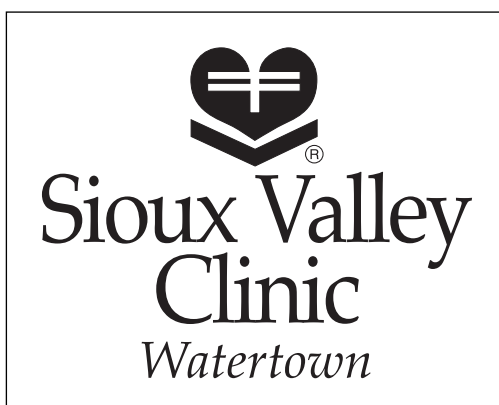
"There is a heightened awareness of smoking as a health issue," Melissa says. "Our doctors are more aware of who smokes, and they are advising more people to participate in my smoking cessation program."

All Women Count! will soon benefit from Melissa's expertise. She is developing a training module based on the HHS guidelines for the health educators who work at the program's clinics. The first step is to train educators from seven program clinics. After evaluating the pilot training and

making the necessary adjustments, she will train the remaining 252 educators—one from each South Dakota *All Women Count!* clinics.

Melissa will give educators a quit smoking manual and teach them how to guide a woman through the quitting process step by step. The educators will be taught about the history of addiction, how and why nicotine replacement therapy (NRT) is helpful, how to deal with specific behavioral issues, such as identifying the pleasurable things a woman gets from smoking, motivating a woman to set a 2-week quit date and keep it, and teaching a woman to deal successfully with her personal roadblocks.

Most importantly, Melissa will pass on what she has learned while helping women to quit smoking. "Two lessons stand out. I've learned how important it is to help a woman deal with what triggers her to smoke, be it coffee in the morning or anxiety, and to help her develop alternative coping methods. I've also discovered that support systems are very important to women. In my training, I've expanded the focus on these two issues."



Whether or not the women receive counseling at the health clinic, they are told about the South Dakota QuitLine, where they can receive free counseling and NRT. The QuitLine covers 50% of NRT costs; the women are responsible for the other 50%. Because NRT increases the likelihood that smokers will successfully quit, women are often encouraged to use it.

Importance of Success

By the summer of 2005, all WISEWOMAN clinics in South Dakota will have at least one educator trained to use the 5 A's and 5 R's and refer tobacco users to the QuitLine. Once trained, these health educators will be able to train others in their clinic. Each participant in *All Women Count!* will then be able to get free smoking cessation counseling at the same place where she receives her health care.

Lessons Learned

- If you do not have the ability to offer tobacco cessation services, identify an expert, possibly someone locally, who can train staff and establish program protocol so you can assess needs, document program efforts, and offer counseling to all tobacco users.
- Take advantage of other resources in the state, such as the Quitline.
- Know where you can refer tobacco users for NRT.